

ELEVATING

EXCELLENCE

F & b satisfaction calculation and business model

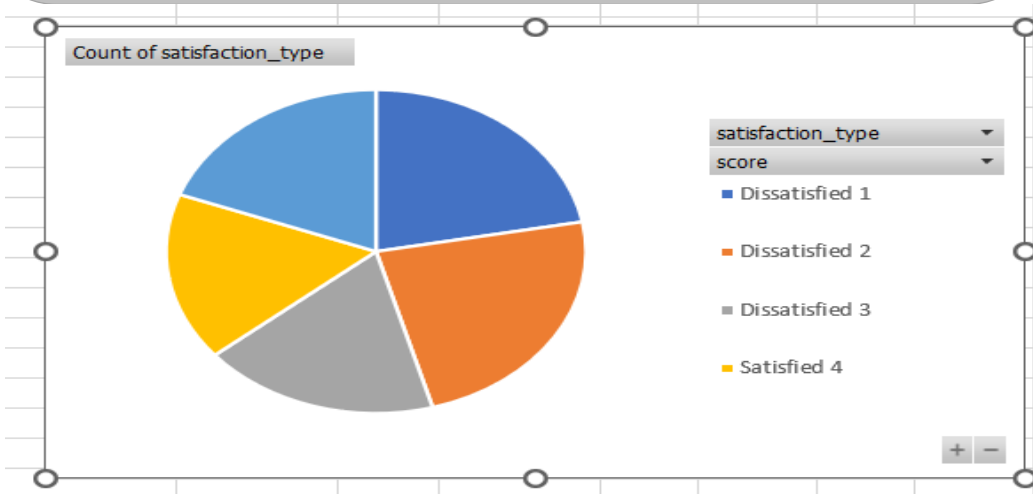
Understanding the model

Inflight Satisfaction score:

$$\begin{aligned}\% \text{ Inflight Satisfaction} &= \text{Satisfied Sample} / \text{Total Sample} * 100 \\ &= (12610 / 47074) * 100 = 26.78\%\end{aligned}$$

How united airlines aligns with the f & b satisfaction

- Provides convenient and reliable solution for high quality and healthy food options.
- Customers can prebook their meal even at small hauls
- Delivery should be faster
- Including the price of food within the ticket by increasing the price by 2-3% of the ticket



Customer segment

- Users who want to get their favourite food at airport
- Users who are diet conscious can get healthy food deliver at airports

Value proposition

- ALTERING MEALS ACCORDING TO CUSTOMER SPECIFICATIONS
- BEST INFLIGHT MEAL SERVICES AT UNMATCHED QUALITY

Cost structure

- Including the price of food within the flight tickets to make it look cheap
- For example: a flight ticket of \$200 can be increased to \$210 along with food offering

Revenue streams

- Commissions and affiliate income
- Including advertisements on app to increase revenue generation

Key partners

- global & regional vendors

Key resources

- global & regional vendors
- technology

Customer relationships

- Social media pages customer chat support Feedback systems

channels

- Mobile application
- Digital marketing
- Advertisements

USER RESEARCH AND NEEDS OF THE TARGET USER SEGMENT

USERS INTERVIEW

Satisfaction : not satisfied

Question: Is there anything you'd like to share about the food & beverage served on your flight from [CITY] to [CITY]?

User1: Aeroplane food sucks. But I am not sure how to fix . I suspect you are doing your best.

User2: Food needs to improve big time. 10-20 years ago was much better.

User3: You could do a lot better, your food is edible but just that, you are far from having the WOW factor.

User4: Beverages were only offered at the beginning of the flight and at the end. Granted, it was likely not to disturb sleeping patrons however, for a 9 hour flight, there should have been more.

User5: Again the choices were limited and not all were available- for a paying customer this is always disappointing.

Pain points

- Food quality
- Less food and beverages offering
- Limited choices
- Unhygienic food
- Salad is not offered
- Food doesn't look good

Needs

- Improved food quality
- Beverages should be offered at regular intervals of 1-2 hours
- Food choices should be increased
- Salad should be offered
- Customization of food

USERS INTERVIEW

Satisfaction : barely satisfied

Question: Is there anything you'd like to share about the food & beverage served on your flight from [CITY] to [CITY]?

User1: Zurich to Chicago food was good. I was told there were no more business class vegetarian options and would have to get a meal from the economy class. Why are there not more vegetarian dishes available on flights?. Why can not we pre-designate dietary restrictions on the app or put in permanent dietary preferences online?. In addition, the food from Washington DC to Zurich was horrendously bad inedible.

User2: I was in Business Class. food was fine, but not nearly as good as in Business Class on Singapore Air.

Pain points

- Dietary preferences are not available
- non availability of veg food
- Limited choices
- Food quality

Needs

- Dietary preferences should be available on app
- Availability of veg food
- Choices should be increased
- Food quality should be increased along with packaging

Breaking down the problem

WHY THIS SOLUTION?

Large percentage of customers need healthy food and healthy drinks

Increase in DAU, revenue through subscription, #partner restaurants/home chefs, #orders, delivery charges

Meals from unauthenticated restaurants and fast food is not good for health.
Unavailability of veg foods
Users have to hassle of deciding and ordering food

Subscription model
Pre-scheduled delivery
Food from verified vendors

JBTD FRAMEWORK

When I open app to prebook my meal I am craving for healthy food with some salad
But I can't always find and order healthy food and beverages. I also can't find vegetarian food and some are only listed on the apps and aren't available while ordering them.

Help me get a proper healthy meal while traveling with some desert, salad healthy beverages at a decent price point.

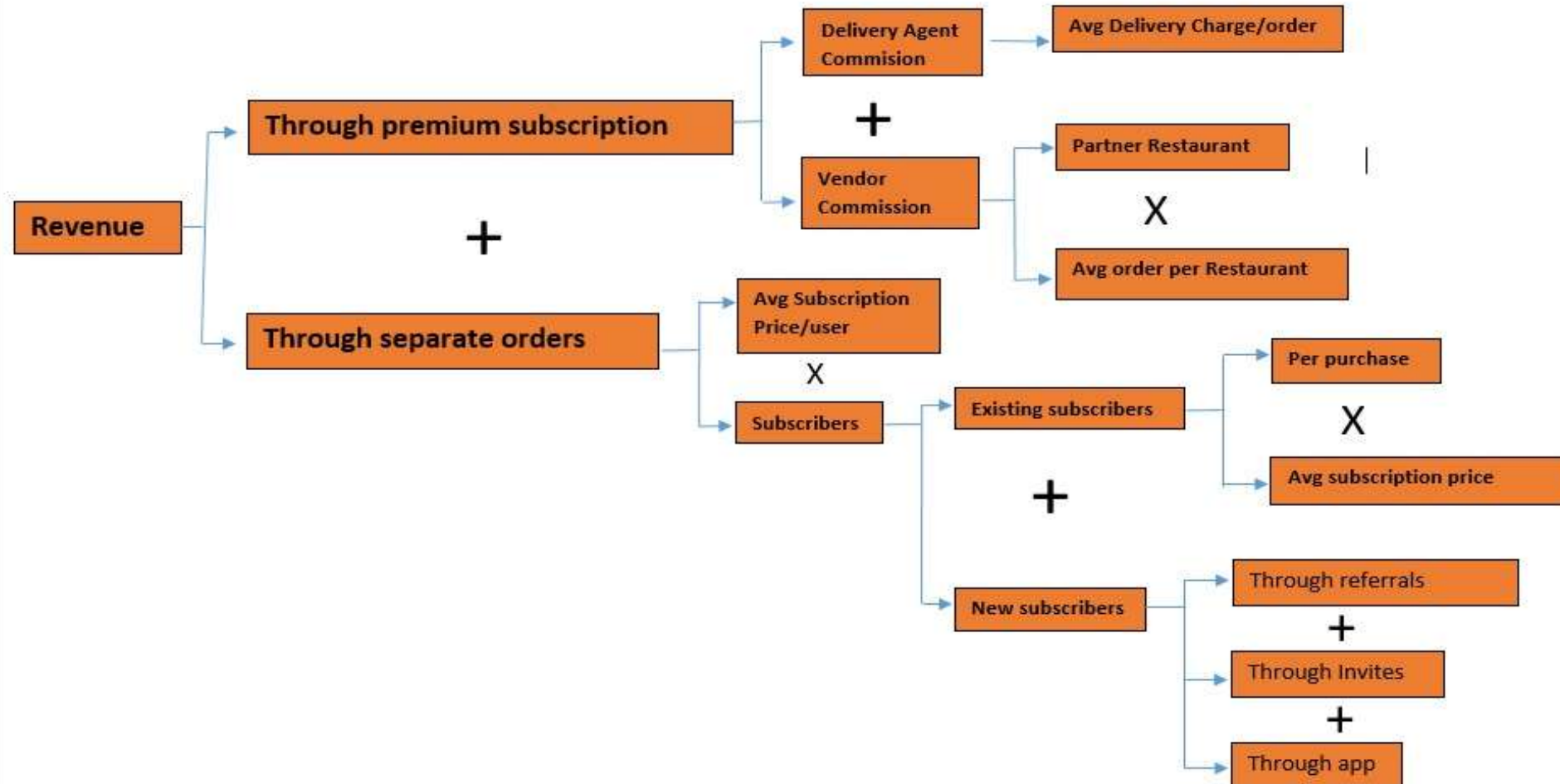
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Breaking down the problem



IDEATING THE SOLUTION FROM AN ALL ACTORS PERSPECTIVE

Solution Introduction

Solution:

Introducing premium membership for the customers the target audience will be who travel at regular intervals and offering them with coupons that can be used to buy food and beverages, premium membership allowing customer to order food even in flight at same discount as shown during the purchasing of ticket.

Slightly Increasing the price of Ticket by 2-3% and including the food and beverages within that flight.

Increasing global vendors count by properly authenticating their food

Not to sell the expiry food on airports
Availability of veg food should be increased

Food which is available should be updated on the app and the unavailable food should be disappeared from the list

Allow people to order the food at slightly less discount as shown during the purchase of ticket. For eg:
Discount during purchase of ticket was 35% then during flight it should be given around 20-15% not zero

Impact:

It addresses the users pain points and increases customer satisfaction and differentiates united airlines from others. Authentication of vendors makes sure that customer gets healthy and good quality of food.
The premium feature attracts the users as they get coupons with which they can purchase food.

All Actors Perspective and Needs

Investors

Witness sustainable growth, profitability, and innovation through "Premium" and authentication which addresses customer pain points and contributes to the company's success

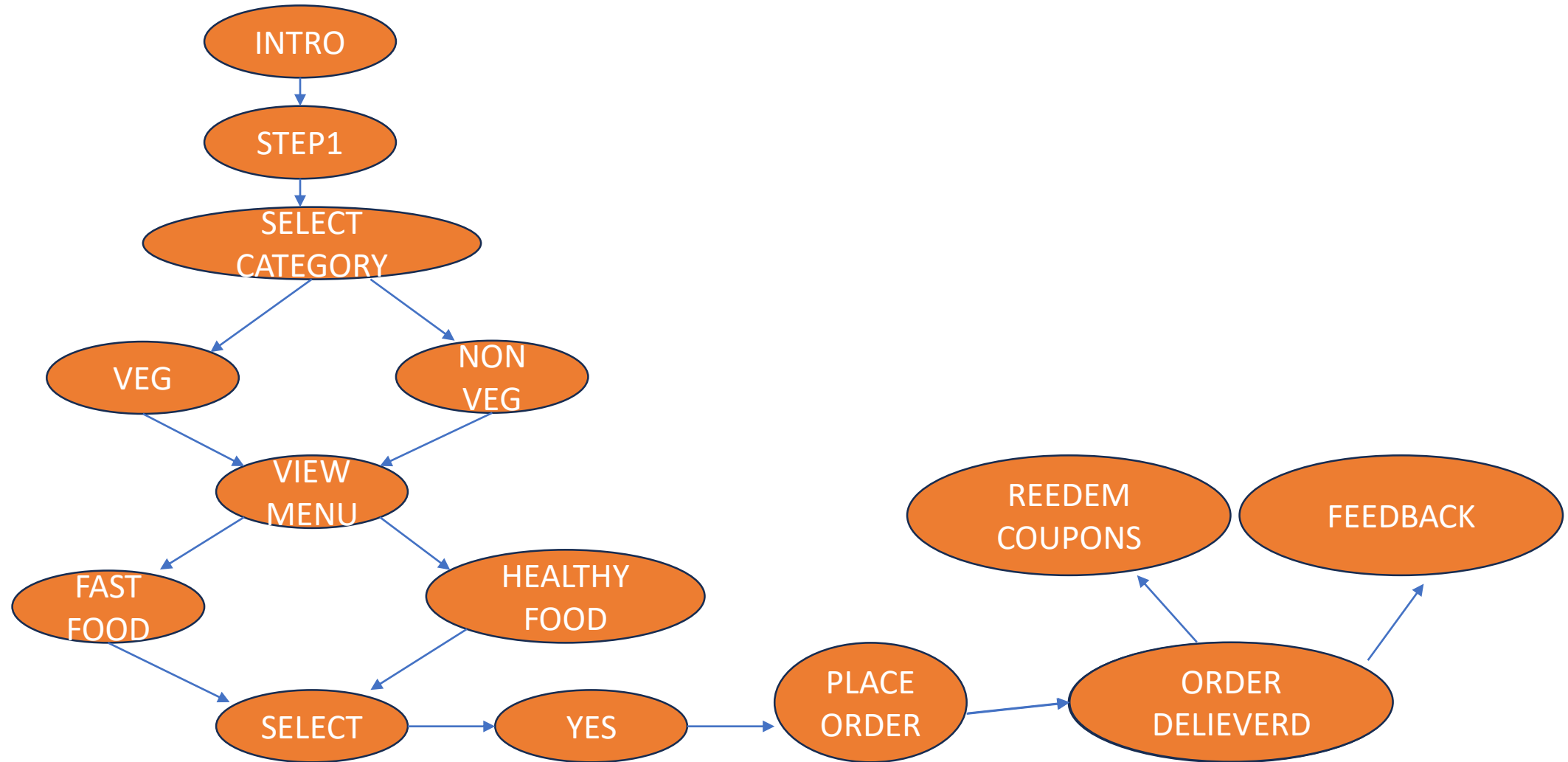
Delivery Partners

Experience consistent demand for deliveries, ensuring stable income and opportunities for maximizing earnings

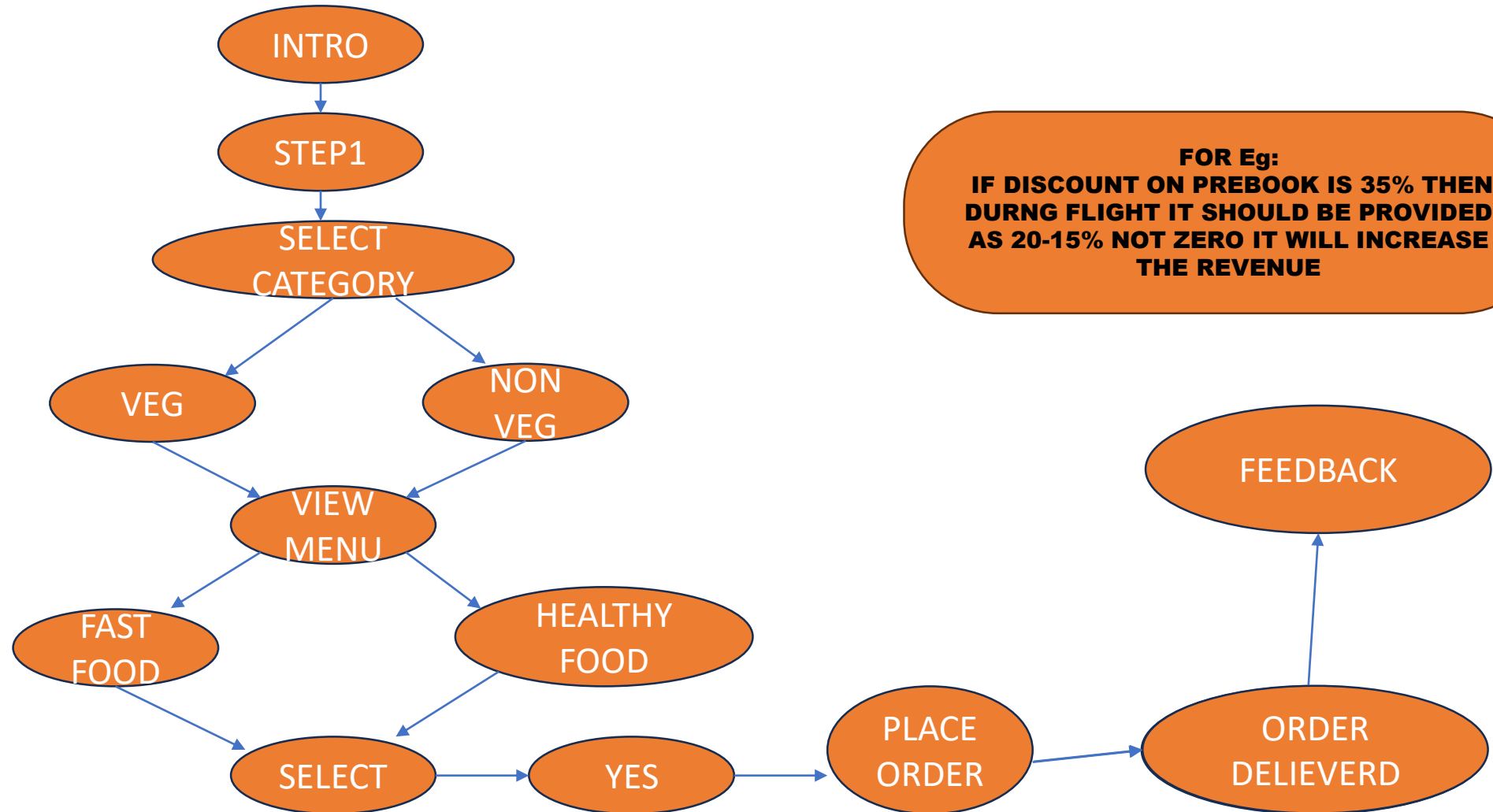
Customers and premium as platform

Enjoy convenient, healthier, and time-saving meals with automated deliveries, addressing their need.
Enhance customer satisfaction, increase user retention

USER FLOW FOR PREMIUM MEMBERSHIP



USER FLOW FOR NON PREMIUM MEMBERS



METRICES AND SYSTEM DIAGRAM

METRICES TO TRACK SUCCESS

User Adoption and Subscriptions

new subscribers Subscriber growth rate
Churn rate: %age of cancellation RPR:
Repeat Purchase Ratio

User Engagement and Retention Daily active users (DAU) & monthly active users (MAU)
Avg #meals per subscriber per month Retention rate: %age of renewal (assuming: the premium will be purchased by regular businessman who travel at most 2 times in a month)

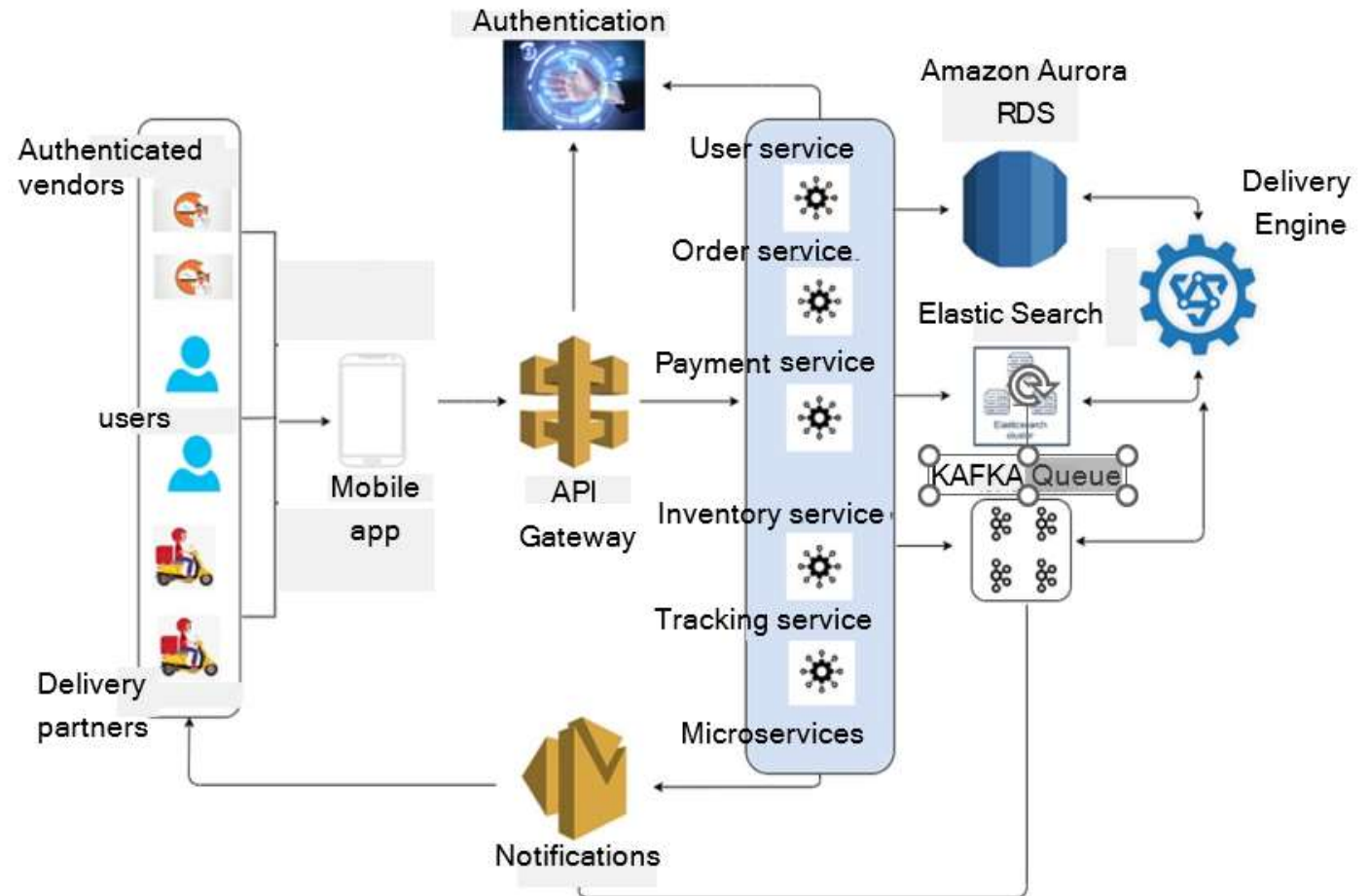
Revenue Metrics

Average revenue per user (ARPU) Monthly recurring revenue (MRR) from subscriptions.

User Feedback and Satisfaction Customer satisfaction score (CSAT) through post-order surveys.

Net Promoter Score (NPS)

System Diagram/ Architecture



SCOPE OF MVP VERSION AND POTENTIAL RISKS WITH MITIGATIONS

Scope of MVP and What next?

The scope of MVP version includes the following features that can be introduced in further versions:

Meal Selection and Customization : Provide a curated menu of healthy meals for users to choose from. Allow users to customize their meal preferences, dietary requirements, and any optional add-ons.

Bundled Meal Plans : Introduce bundled meal plans for families or group subscriptions, encouraging higher-value purchases and maximizing revenue potential.

Upselling and Add-Ons The new version of app with premium can offer optional add-ons or complementary products to subscribers, generating additional revenue through upselling.

AI-Powered Meal Recommendations: Implement artificial intelligence algorithms to analyze user preferences and ordering patterns. Offer personalized meal recommendations based on user tastes, dietary requirements, and past orders.

Potential Risks

User Adoption: Some Users may not be willing to commit to long-term subscriptions or may prefer the flexibility of on-demand ordering.

Quality Control and Consistency : Ensuring consistent meal quality and maintaining quality standards across various cuisines is crucial to avoid negative user experiences.

Operational Complexity : Managing the logistics of automated meal deliveries on a large scale requires a robust and efficient operational setup. Delivery timing, routing, and coordination with vendors are critical factors.

Food wastage : Users may also tend to forget the delivery leading to wastage of food.

- Flexible subscription plan for users
- Hybrid model with on demand options

- Customer feedback loop
- Periodic Audits

- Optimize delivery time
- Transparent communication with vendors and delivery agents

- Real time notifications & alert before delivery
- Enable users to reschedule

SUMMARY

- Providing discounts on ordering even on flights
- Providing a premium membership offer to all people allowing them to claim coupons after completing the flight
- Authenticating the vendors providing foods as per standard
- Making sure the availability of veg food
- The food which is not available should be disappeared from the menu by the vendors side
- Beverages should be offered at regular intervals of time and should be included within the flight charges
- Non alcoholic beer should be made available for the users
- Charges of flight should be increased slightly by 2-3% and one time food should be made available in it

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